

REMARKS/ARGUMENTS

In the Office Action mailed October 31, 2007, claims 1 through 21 were rejected under 35 U.S.C. § 102(b) as anticipated by U.S. Patent No. 6,269,361 to Davis. The pending independent claims, claims 1 and 11, have been amended for greater clarity. In claim 1, two subparagraphs were listed as "(d)", so Applicants have changed the second instance to "(e)". In claim 11, the "document" in the last paragraph (e) has been changed to "requested document" for agreement with the wording of paragraph (a). Claim 5 has been canceled; its features have been incorporated into claim 1. The substantive rejections of claims 1-21 over the Davis patent are traversed. It is submitted that the claims are patentably distinguishable over the cited references, meet the requirements of Section 112, and are in condition for allowance. Further examination and reconsideration of the application are requested.

Claims 22 and 23 have been added and are supported by the specification as filed; no new matter has been added. See, for example, the specification at page 3 and 4 (paragraphs 0018-0020). The features of claims 22 and 23 relate to an ad bidding process for determining a productivity score of advertisements for delivery with a requested document. It is submitted that none of the references of record teach or suggest these features.

The Davis Patent

As noted in the Office Action, the Davis patent is directed to a search engine results listing scheme in which a user submits a search query, and the search results listing is generated, corresponding to a list of Web pages that match the search query. All the search listings that match the search query are sorted in order from highest bid amount to lowest bid amount such that the highest bid amount receives the highest rank value and the lowest bid amount receives the lowest bid amount. The search results listing is presented to the user. See the Davis patent at column 18, lines 8-19 and column 9, lines 42-48. When the user receives the search results listing page, the user can select a hyperlink for each result listing, whereupon the user's browser initiates a request to retrieve the information associated with the hyperlink. See the Davis patent at column 9, lines 49-52. See also Fig. 7 and column 17, lines 53-67.

The Claimed Invention

The claimed invention relates to the information provided to a user as a result of receiving the request to retrieve information associated with a hyperlink. That is, the claimed invention picks up where Davis leaves off.

In accordance with the claimed invention, when a user requests information or content associated with a hyperlink (requests a Web page), supplemental content (such as an advertisement) is returned along with the requested Web page. To select the supplemental content, the requested content is evaluated and supplemental content is selected according to relevance to the evaluated content and to a valuation, such as a bid price. For example, claim 1 recites:

1. A method for selecting advertisements for presentation to client computers on a computer network, comprising:

(a) having on a server computer a plurality of possible advertisements that may be presented to a client computer and having at least one key word associated with each advertisement;

(b) receiving from a client computer a request for delivery from a server of a document containing words;

(c) selecting from the plurality of advertisements a first selected advertisement and a second selected advertisement for which an associated key word matches a word in the requested document;

(d) comparing a productivity value associated with the first selected advertisement and a productivity value associated with the second selected advertisement and further selecting the advertisement with the higher productivity value; and

(e) delivering to the client computer the further selected advertisement along with the requested document.

Thus, a user might view a ranked list of search results generated according to the Davis scheme, and could select one of the search results listings by clicking on a hyperlink in the listing to request the associated content. In response to the page request that is generated by the user's clicking the hyperlink, the requested content could be returned along with supplemental content that is selected in accordance with the present invention. In this way, the present invention picks up (providing the supplemental content along with a requested Web page) where Davis leaves off (ranking a list of search results hyperlinks in accordance with bid amounts).

Claim 1 Features that are Missing from Davis

Davis is missing several elements from the features of claim 1. For example, Davis does not have "on a server computer a plurality of possible advertisements" for presentation to a user; rather, Davis provides a search results listing that is ranked by advertiser bid amount. Secondly, Davis does not receive from a user "a request for delivery ... of a document"; rather, Davis receives a search query and provides a ranked search results listing. Davis does not select a first advertisement and a second advertisement, and does not associate a value with the first selected advertisement and second selected advertisement, and does not select "the advertisement with the higher value." Rather, Davis lists the search results according to bid value and then lets the user make a selection. Lastly, Davis does not return "the selected advertisement along with the requested document." Rather, Davis is complete upon providing the search results listing and awaiting the user selection.

Thus, Davis does not describe the elements of claim 1, and therefore claim 1 is not anticipated by Davis. For at least the reasons recited above, Davis also does not anticipate the claims that depend from claim 1 (claims 2-4, 6-10).

Claim 11 Features that are Missing from Davis

Claim 11 recites similar features as claim 1:

11. A method for selecting content for display at a client computer communicating over a computer network, the method comprising:
 - (a) determining a relevance score for content of a document at a server computer for delivery to a requesting client computer;

(b) determining at least one valuation for the content from each of two or more supplemental content sources;

(c) generating a productivity score for each of the supplemental content sources in accordance with the corresponding content valuation for the supplemental content source;

(d) selecting the supplemental content source having the greatest productivity score;

(e) serving the requested document and supplemental content from the selected supplemental content source for delivery to the requesting client computer.

Thus, according to claim 11, a user could select a page from a search results listings by clicking on a hyperlink in the listing and, in accordance with the invention, the requested content would be returned along with supplemental content that is selected in accordance with a productivity score that relates a relevance score with a valuation of the requested content. These features are described in the specification; see, for example, Paragraph 013 at pages 3-4 for relevance score, content valuation (revenue generation potential), productivity score, and presentation of the type of advertisement with the requested page.

Again, Davis is missing these features because Davis stops at providing the ranked listing of hyperlinks. The invention of claim 11 responds to a user request for content such as a Web page, for example in response to a user clicking on a hyperlink that might be presented by a Davis results page. Having received a user request for a Web page, the invention of claim 11 can proceed to select supplemental content such as an advertisement to provide along with the Web page.

Thus, it is submitted that Davis is missing claim elements that are recited in claim 11, and therefore it is asserted that Davis does not anticipate the invention of claim 11. It is submitted that Davis does not anticipate the claims dependent from claim 11, for at least the reasons explained above.

Corrected Application Data Sheet (ADS)

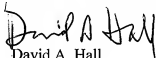
It is noted that the priority claim to the provisional application 60/421,507 filed October 25, 2002 is recited in the inventor declaration of the file for this application, but the priority is not included in the PAIR system of the Office. Therefore, also filed with this amendment is a corrected Application Data Sheet, signed by the undersigned representative, to ensure that the correct priority information is included in the Office records and in the PAIR system.

CONCLUSION

In view of the foregoing, Applicants believe all claims now pending in this Application are in condition for allowance. The issuance of a formal Notice of Allowance at an early date is respectfully requested.

If the Examiner believes a telephone conference would expedite prosecution of this application, please telephone the undersigned at 858-350-6100.

Respectfully submitted,


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Attachments
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